

## MUSIC

# Operators Are Standing By

Jill Sobule goes DIY for her next CD

By Al Kaufman

For her seventh album, Jill Sobule is looking to Jerry Lewis for inspiration.

No, she is not going to don thick glasses and babble on around pretty girls. Instead, the singer of the 1995 hit and bisexual anthem, "I Kissed a Girl," is holding an online telethon to raise money for her new CD.

Sobule's last two labels, Beyond and Artemis, both went belly-up shortly after releasing her CDs, 2000's PINK PEARL, and 2004's UNDERDOG VICTORIOUS, respectively. Instead of begging for money from another label, Sobule decided to go straight to her fans. She set up the Website [JillsNextRecord.com](http://JillsNextRecord.com), in which her mom asks people to give money to support Jill's next album.



"Jill Sobule, Ready to try something new

"I didn't even try to get a label. It didn't interest me," said Sobule. "What are they going to do anyway these days?"

Like the Labor Day Telethon, the Website has a running tote board. There are also giving levels ranging from the \$25 Polished Rock Level (in which donors will receive an advance copy of the CD) all the way up to the \$10,000 Weapons-Grade Plutonium Level (in which donors will have a chance to sing on the album). Other giving levels include having your name mentioned in a song on the CD (\$500) and having Sobule play a house concert (\$5,000). [[Complete Giving Levels](#)]

"Originally I had an idea where if people invested in the CD they'd get stocks, but my lawyer told me that would be a complete nightmare," said Sobule. "But this is my other idea—give goods and services in exchange for money."

Her goal is to raise \$75,000, which was the budget for her first CD. "It doesn't cost that much to make a record anymore, but the idea is to see how much I can do myself." That includes marketing, distribution and publicity, as well as acquiring the talents of folks like Cyndi Lauper and producer Don Was. In her first week alone, she raised over \$25,000.

In the almost four years since releasing UNDERDOG VICTORIOUS, Sobule has kept herself busy writing and composing music for the Nickelodeon show UNFABULOUS, composing music for the off-Broadway show PROZAC AND THE PLATYPUS, and acting in the Eric Schaeffer film MIND THE GAP. But she also went through an entire year of doubting herself and her abilities.

"I went into that period where I didn't like my songs and I didn't like what I was doing but I couldn't

stop,” Sobule says. “I think I just needed to kick my ass and realize it was a kind of a fear factor going on. Can I do a record that I like as much as I liked the other two that were on labels that both went bankrupt? That was kind of disappointing, and I think that had a toll on me. But this, having the Website, is so much fun. Part of the reason for doing this Website is that I could sit and say, ‘Oh, I’m not ready yet.’ But now that people are giving me money, I better freaking do the record.”

"Manhattan in January" - A happy song about Global Warming

Sobule has plenty of material from which to choose. Two standouts include “Manhattan in January,” a hilarious take on the effects of global warming, and “San Francisco,” a song that at first sounds like a retelling of some rough lesbian sex, but turns into something completely different. Both songs display Sobule’s skills of taking major issues and making them both personal and humorous. The songs are clever without trying to be and funny without dipping into parody. Like most of the songs on her previous six albums, they are perfect pop songs. It’s just that nobody knows about them. Sobule plans to change all that with this one.

“We’re going to get people listening to it on the radio, we’re going to get people who don’t know who I am. I’m going big.” 🎵

• [www.jillsnextrecord.com](http://www.jillsnextrecord.com)

• [www.jillsobule.com](http://www.jillsobule.com)

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## JillsNextRecord.com Giving Levels:

- \$25 - Polished Rock Level: An advance copy of the CD. Weeks before the masses.
- \$50 - Pewter Level: An advance copy and a “Thank You” on the CD.
- \$100 - Copper Level: All the above, plus a T-shirt saying you're a junior executive producer on the album.
- \$200 - Bronze Level: Free admission to my shows for 2008.
- \$250 - Silver Level: All the above, plus a membership to the “Secret Society Producer's Club,” which means you'll get a secret password to a Website where I'll post some rough tracks, or... something worthwhile.
- \$500 - Gold Level: This is where it gets good! At the end of my CD, I'll do a fun instrumental track where I'll mention your name and maybe rhyme with it. And if you don't want your name used, you can give me a loved one's instead. What a great gift!
- \$750 - Gold Doubloons Level: Exactly like the gold level, but you give me more money.
- \$1,000 - Platinum Level: How would you like to have a theme song written for you? I'll have a song you can put on your answering machine and show off. Again, this could be a gift.
- \$2,500 - Emerald Level: Mentioned as an executive producer of the album—whoop-di-doo!
- \$5,000 - Diamond Level: I will come and do a house concert for you. Invite your friends, serve some drinks, bring me out and I sing. Actually, this level is a smart choice economically. I've played many house concerts where the host has charged his guests and made his money back. I'd go for this if I were you.
- \$10,000 - Weapons-Grade Plutonium Level: You get to come and sing on my CD. Don't worry if you can't sing... we can fix that on our end. Also, you can always play the cowbell.